

April 5, 2007

MEMORANDUM

To: Dr. Bettie Rose Horne, Chairperson, and Members, Committee on Academic Affairs and Licensing

From: Dr. R. Lynn Kelley, Acting Director, Academic Affairs and Licensing

Consideration of Request for Initial License
Professional Golfers Career College, Temecula, CA

Summary

The Professional Golfers Career College (PGCC) (www.golfcollege.edu) requests approval to establish a branch in Bluffton, SC, to offer a program leading to the Specialized Associate degree in Professional Golf Management. A private, for-profit institution, PGCC has operated in Temecula, CA, since 1991 and established a branch in Orlando, FL, in August of 2004. PGCC is owned by Professional Golfers Career College, Inc., a California corporation. Dr. Tim Somerville is president and founder of the College. The Accrediting Council for Independent College and Schools (ACICS) accredits PGCC. The mission of the College is to educate future leaders in the field of golf by providing a broad-based education; the curriculum is designed to include the business aspects of golf management as well as the teaching and playing of professional golf.

In order to be admitted into the program, prospective students must be beyond the age of compulsory education and have earned at least a high school diploma or its equivalent. Students who wish to become golf professionals must have a golf handicap of ten or below; students who wish to become general managers or sales representatives in the golf industry must have a golf handicap of 20 or below. A handicap card or letter from the student's golf professional verifying the student's handicap must be provided to the College. Prospective students must also submit four letters of reference from non-relatives. A Test of English as a Foreign Language (TOEFL) exam score of 473 (paper version) or 150 (computerized version) is required for international students to be admitted to the College. Institution officials expect to enroll approximately 70 students at

the Bluffton campus during the first year (September to August) and to reach its full capacity of 150 to 200 students within two years.

Tuition is \$4,890 per semester (\$5,190 per semester for international students) plus fees (approximately \$200 per semester) and textbooks (approximately \$250 per semester). Tuition includes green fees, golf lessons from staff, and range balls. Fees cover tournaments, the library and information network, computer and internet access, and the golf club repair lab. With the exception of international students, PGCC students are eligible for Title IV financial aid.

Students have access to a campus library with over 1,600 volumes, a film library, and 26 business-related periodicals. PGCC students are also members of Library and Information Resource Networks, Inc., which provides access to 10 databases containing full-text articles. The Bluffton branch of the Beaufort County Library has issued a letter welcoming PGCC students to use its facilities.

Members of PGCC faculty who teach general education courses must possess a master's degree with 18 hours in the teaching discipline or hold a master's degree with a major in the teaching discipline. Faculty teaching core program courses must possess appropriate academic preparation (usually a bachelor's degree) or academic preparation coupled with work experience. Exceptions to academic preparation may be made with the consent of the Commission. Golf instructors and faculty teaching professional golf management courses must have certification as a PGA/LPGA professional.

PGCC's curriculum focuses on business management, techniques for teaching golf, operations, and golf skills. Students attend classes from 8:00 a.m. until noon and participate in golfing activities in the afternoons. Such activities involve practice/play, organizing and conducting school-wide tournaments, and providing lessons to the public. The College offers three semesters per calendar year. The program consists of 72 semester hours taken over four semesters; at least 54 hours must be earned at PGCC. Students typically complete the program within 16 months. Each course is worth one or two semester credit hours.

Course Content	Semester Credit Hours
Introduction to Business, Principles of Salesmanship, Introduction to Marketing, Human Resource Management, Business Law, Personal Financial Planning	11
Written Communications, Oral Communications, Calligraphy, Kinesiology, Health Science, Word Processing, Microsoft Office Suite, Psychology (I, II), Psychology of Golf	19
Personal Development (I, II), Principles of Career Success, Career Planning and Placement	8
Golf Operations (I, II, III), Turf Management, Principles of Club Design and Repair, Country Club Management, Golf Course Development and Design, Club Fitting	15
Fitness for Golf, Techniques of Golf Teaching (I, II, III, IV), Rules of Golf, Organization of Golf Tournaments, Tournament Golf (A, B, C, D), Clinic Planning, History of Golf, Video Analysis	19
Total	72

PGCC has purchased a 9,700 square foot building in Bluffton conveniently located near several golf courses. The campus will consist of administrative offices, five classrooms, a club repair facility, a pro shop, a golf studio, and a library. The average classroom size is 700 square feet and each classroom will be equipped with televisions, VCR's, overhead projectors, and projector screens. The golf studio will house instructional aids such as indoor hitting cages, training clubs, video cameras, and other devices used for training and analysis. An additional 3000 square feet of space will be available for lease the following year to accommodate growth.

Licensing staff has documented that this institution has the resources necessary to offer a program leading to the Specialized Associate degree in Professional Golf Management. Specifically, the institution has met bonding, library resource, and financial requirements. When the facility is complete, all requirements, to include faculty and facility requirements, will have been met.

The San Diego Golf Academy, licensed by the Commission since 1997, operates a branch campus (The Golf Academy of the Carolinas) in Myrtle Beach, SC, approximately 206 miles from Bluffton. SDGA offers a program leading to the Associate of Applied Business degree with an emphasis in Golf Professional or General Management.

Recommendation

The staff recommends that the Committee on Academic Affairs and Licensing commend favorably to the Commission initial licensure for five years to the Professional Golfers Career College to offer a program leading to the Specialized Associate degree in Professional Golf Management to be implemented in September 2007. The staff further recommends that the Committee recommend to the Commission the delegation of responsibility to the staff for authorization to license the site in Bluffton when the facility has been developed.